

Technology/Social Media:

Develop a plan for technical and social media outreach.

1. Partner with a local Walmart to get a kiosk – *Anna & Larraine*
 - a. Partner with a university to create a kiosk,
 - i. What is it?
 - ii. What does it do?
 - b. What is going to draw people to the kiosk?
 - i. Corrie Suber (?) (from St. Al's) is working with other organizations on kiosks, has a study (*Courtney Keith* has information)
 - c. Timeline: July 2012
2. Facebook/other social media
 - a. Security issues
 - i. *Mary* to work on proposal
 - ii. Submit request to Public Information Officer by January 15, 2012
 - b. Once site(s) has been approved, *Aimee* to develop by April 1, with a go-live date of June 1, 2012
3. Presence on other selected State websites
 - a. Identify State sites that we want to link with (develop survey) – *Anna, with Aimee & Aubrey*
 - i. Include regional sites & partners, school districts, specific medical providers for 0-1, support group websites, RECC – *Larraine, Theresa*
 - ii. External, internal sites – where do we already have links?
 - b. Timeframe: September 15, 2012 (to have presence on a number of websites)
 - c. Brand heavily displayed
 - d. Develop a standard message to be displayed on the link (use words from the “3 words list”)
 - i. Use *Shannon Dunstan* for testing
4. ITP PSA messages: TV, YouTube, Facebook, Twitter
 - a. Partner with high schools (all regions) to develop
 - i. Voting
 - ii. Community involvement
 - b. Resources: TALARIS, radio, PSAs that we created in the past (10+ years ago)
 - i. Cost, effectiveness?
 - c. Place on websites with the ITP link
 - i. Check with State context – how have other departments done PSAs? Successful? (Example: United Way)
 - d. Provide plans for review – *Dieuwke*
 - e. Emily Simnit & Julie from public relations – need to approve plan

Tie in to multicultural activities whenever we can:

- Birth rates up – data questions related to ethnicity
- Materials @ conference – Courtney & Scott

Agency Partners:

Utilize existing infrastructure within our lead agency related to our programs.

1. Distribution of program materials, includes vital statistics
 - a. Mailings to parents, providers
 - b. In offices
 - c. Check in with Health Connections in each region
 - d. List of mailings, agencies & contacts
 - i. Anna to have together by March 15
 - ii. Develop schedule
 - e. Idaho STARS, WIC, IPUL
 - f. Adoption agencies, international adoptions

Systems Change, Branding, Messaging, Forms

1. Evaluate what we currently have – *Anna*
 - a. Determine what regions and community partners are using
2. Disperse information in a uniform way – *Christy*
 - a. Standardize documents/forms
 - b. Make sure everyone gets the same information
3. Electronic referral form – from Website, Facebook, etc.
 - a. Map out plan & process for:
 - i. Immediate feedback to referral source – lets them know referral was received
 - b. Work with neighboring states
 - c. Security
 - i. How to refer from sites like Facebook
4. Timeline: December 1, 2012

Tie in to multicultural activities whenever we can:

- Birth rates up – data questions related to ethnicity
- Materials @ conference – Courtney & Scott